

# Sports Marketing Vocabulary

1. **Borrowed Equity**- Using the appeal of an event to market a product.
2. **Exchanges**- Transaction between a producer & consumer.
3. **Producers**- An individual that supplies a product or service.
4. **Consumers**- An individual that uses a product or service.
5. **Sports Marketing**- The application of marketing principles to sports and non-sports products through sports
6. **Sports**- A source of diversion engaged in for pleasure.
7. **Marketing of Sports**- Marketing Principles used to market a team.
8. **Marketing thru Sports**- Marketing of a non-sports product during a sporting event.
9. **Sports Agent**- Intermediary that markets talent and determines an athlete's worth in a market.
10. **Sports Intermediary**- Organization that markets an event.
11. **Amateur**: An athlete which is NOT monetarily paid.
12. **Audience**: All individuals at or exposed to an event.
13. **Behavioral Segmentation**: Segmentation based on Rate of use.
14. **Consumer**: An individual which uses a product or service.
15. **Demographics**: Segmentation based on measurable statistics.
16. **Customer**: An individual that makes a purchase.
17. **Gate Receipt**: Total money from ticket sales for an event.
18. **Geographics**: Segmentation based on area, region, or climate.
19. **Market Segment**: Separating consumers into smaller groups.
20. **Niche Market**: A relatively small market with specialized need.
21. **Organized Sport**: A sport which is overseen by a sanctioning body.
22. **Professional**: An athlete which is monetarily paid for performance.
23. **Psychographics**: Segmentation based on personal interest and activities.
24. **Sport**: A source of diversion or activity engaged in for pleasure.
25. **Stadium as Place**: Simultaneous production & consumption of sports events at a venue.
26. **Arbitrary Allocation**- Promotional budgeting by "what I can afford"
27. **Borrowed equity**- Using the appeal of an event to market a product.
28. **Category**- Area in which sponsorships are classified (fast food)
29. **Clutter**- A drawback to sponsorship, where sponsors blend in with all of the other promotions delivered at an event.

30. **Competitive parity**- Promotional budgeting by "follow the market leader"
31. **Direct goal**- A measurable and tangible goal.
32. **Exclusivity**- A sponsorship where only one partner is promoted or allowed promotional opportunities.
33. **Feasibility**- Evaluation of a sponsorship to determine "if it would work"
34. **Indirect goal**- A goal which can be "felt" but not directly measured.
35. **Leveraging**- Increasing a sponsorship with additional marketing efforts.
36. **Percentage of sales**- Promotional budgeting using a set percent of gross sales.
37. **Objective & task**- Promotional budgeting which funds a specific goal.
38. **Retailer**- Company which sells merchandise to the end user.
39. **Signature Sponsor**- A sponsor who has paid for the most exposure and is most promoted during an event or at a property
40. **Sponsorship**- A corporate entity which is involved with a sports property in order to gain exposure and promote their products.
41. **Sports cape**: The physical surroundings of a venue that impact spectators' desire to stay and return to the venue.
42. **Sports Property**: Marketing item of value; such as a league, team, coach, or player
43. **Season Ticket**: Tickets purchased for a block of games during a season; typically better quality seats.
44. **Return on Investment**: Represents benefits of sponsors & advertisers for being involved in an event.
45. **Personal Seat License**: License purchased by a ticket holder which entitles that person to buy that seat's tickets.
46. **Luxury Box**: Seating typically purchased/leased by corporations and used for business meetings & entertainment.
47. **Licensor**: A company with a popular "official" logo.
48. **Licensing**: Authorized use of a brand, brand name, brand mark, trademark or trade name.
49. **Licensee**: A company with a license to reproduce an official brand mark.
50. **Event Marketing**: Applying marketing principles to the promotion and operation of an event.
51. **Branding**: A company's efforts at developing a personality and image.
52. **Brand**: A company's identifying mark or logo.
53. **Ad schedule**: organizes promotional message delivery
54. **Advertising**: One way mass communications paid for by an identified sponsor.
55. **Media**: Method of distribution for a promotional message.

- 56. **Personal Selling:** Interactive and interpersonal promotions meant to develop relationships and increase customer satisfaction.
- 57. **Promotion Mix:** The combination of promotional efforts for a business.
- 58. **Public Relations:** building a good image in the community: community involvement and good will.
- 59. **Publicity:** NONpaid, news-style mass communications about a product or company.
- 60. **Sales Promotion:** Retailer focused promotion aimed at increasing short term sales goals.
- 61. **Sponsorship:** Corporate investment in a sports property for exposure.
- 62. **Return On Investment:** Potential of earning for a corporate promotion.